

# REVITALIZING NATIONAL MUSEUM AS JAKARTA'S MAIN TOURISM ATTRACTION

By

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### STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, not material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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## ABSTRACT

### REVITALIZING NATIONAL MUSEUM AS JAKARTA'S MAIN TOURISM ATTRACTION

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The purpose of this thesis is to identify how to implement professional cultural heritage management in Museum Nasional Jakarta in order to create a museum that could give leisure as well as education for the visitors. A secondary purpose is to measure the interest of visitor to the Museum Nasional.

The primary data are collected by conducting interview to Museum Nasional's Education and Publication department and questionnaires to customers. Secondary data are gathered from the Internet.

The study shown that the revitalization conducted by the Museum Nasional has effect in the number of customer that came to the Museum Nasional.

Keyword: Revitalization, New Museology, Visitors Expectation, Visitor Interest analysis, Visitor Study

## DEDICATION

First of all I would like to thank Allah SWT for giving me blessing, motivation and the strength to complete this thesis.

I would like to dedicate this thesis for my parents, my brothers and all of my family for giving me the support in my life, I believe without their support I wouldn't have finished this thesis.

To my entire classmate, Hotel And Tourism Management the class of 2010, thanks for the unforgettable memories during our study in SGU. I am really blessed with the presence of you all.

To all people that is dearest to me, Putri Dinni Helmy that keep supporting me for finishing this thesis. To Antonio Sompotan, Atika Kusumawati, Tubagus Lutfhi and Gita Anjani, thank you for being a very great friend all of this years. To Putra Agung for introducing me to the world of Photography.

To all of INDIGO member thank you for supporting me during my thesis work.

I also dedicate this thesis to Museum Nasional of Indonesia especially to Dra. Dedah Rufaendah Sri Hindari, MM, for supporting my thesis.

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